

IN THE CLAIMS

Amendments To The Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of displaying an advertisement on a mobile communication terminal, comprising the steps of:
 - (a) receiving advertisement data through a wireless Internet network.
 - (b) comparing the received advertisement data with advertisement data stored in a storage device of a mobile communication terminal, to thus update the received advertisement data; said comparing step comprising, searching the version and the priority of the received advertisement data, determining whether the stored advertisement data is to be updated according to the information of the searched advertisement data, searching the reliability of the stored advertisement data determined to be updated, determining the reliability of the advertisement data whose reliability is searched, and storing the advertisement data whose reliability is determined in the storage device;
 - (c) determining whether the mobile communication terminal is activated and selecting advertisement data to be displayed on a display of the mobile communication terminal from the storage device according to the determination result; and
 - (d) displaying the selected advertisement data on the display of the mobile communication terminal.
2. (Cancelled)
3. (Previously presented) The method as claimed in claim 1, wherein the step (c) comprises the steps of:
 - determining whether the mobile communication terminal is activated.
 - selecting activated advertisement data stored in the storage device for when the mobile communication terminal is activated; and
 - selecting deactivated advertisement data stored in the storage device for when the mobile communication terminal is deactivated.

Favorable reconsideration of this application is requested in view of the above amendments and the following remarks.

Claims 1 and 3 remain pending in this application. Claim 2 has been cancelled. Claim 1 has been rewritten.

Claim 1 is rejected to as being anticipated by Bomze et al. (US Publication 2003/0181201). Claim 1 has been amended to include the limitations of allowable claim 2. Therefore, the rejection is moot.

Claim 3 is rejected as being obvious on consideration of Bomze et al. in view of Gerszberg. Claim 3 depends from claim 1. Applicant does not acquiesce in this rejection, but in view of the dependency of claim 3, it need not be distinguished further from these references at this time.

In view of the above, early issuance of a notice of allowance is solicited. Any questions regarding this communication can be directed to the undersigned attorney, Curtis B. Hamre, Reg. 29,165, at (612)455-3802.



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Respectfully submitted,

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